Studies of goal management have examined how to manage multiple goals. Previous research (Finkelstein & Fishbach, 2010) showed that healthy eating made one hungrier. We hypothesized that participants were hungrier when a health goal was not activated than when it was activated. We expected that in such cases, goal shifting is more likely to occur because goal progress had been perceived. We conducted two experiments whose results were in line with this hypothesis. Participants reported their hunger more frequently when their health goal were not activated than when these goals were activated. We consider the effect of goal activation on goal management and its implications for future research.

Keywords: goal management, goal activation, goal progress, goal shifting.

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